1. A compound of the fòrmula:

and salts or solvates thereof.

- 2. A pharmaceutical formulation, comprising: the compound of claim 1 or a pharmaceutically acceptable salt or solvate thereof together with one or more pharmaceutically acceptable carriers, diluents, or excipients.
- 3. A method of treating a susceptible cancer in a human or animal subject mammal, comprising administering to said subject an effective amount of a compound as claimed in claim 1.
- A method as claimed in claim 1, wherein the susceptible cancer is a susceptible breast cancer.
- 5. A method as claimed in claim 1, wherein the susceptible cancer is a susceptible non-small cell lung cancer.
- 6. A method as claimed in claim 1, wherein the susceptible cancer is a susceptible ovarian cancer.
- 7. A method as claimed in slaim 1, wherein the susceptible cancer is a susceptible stomach cancer.
- 8. A method as claimed in claim 1, wherein the susceptible cancer is a susceptible pancreatic cancer.
- 9. A method as claimed in claim 1, wherein the susceptible cancer is a susceptible head and neck cancer.
- 10. A method as claimed in claim 1, wherein the susceptible cancer is a susceptible cancer characterized by expression or over-expression of EGFR.
- 11. A method as claimed in claim 1, wherein the susceptible cancer is a susceptible cancer characterized by expression or over-expression of erbB-2.

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12. A method as claimed in claim 1, wherein the susceptible cancer is a susceptible cancer characterized by expression or over-expression of EGFR and erbB-2.